

Twice a Month

# MACLEAN'S

"CANADIAN LITERARY MAGAZINE"

April  
1<sup>ST</sup>

10¢

Printed for  
Maclean's Magazine  
by  
Eddie Gossie.

DEARBY.



## New Rug Beauty for Boudoir and Bedroom

The Rug in this fine French boudoir will give you an idea of the subtle beauty of color and design which characterize the 1947 presentation of Barrymore Guaranteed Rugs. Our designers were inspired when they conceived these rugs. For the patterns are worked out in colors and in lovely garden scenes in a most beautiful style.

The designs are individualistic and provide the warm atmosphere to get away from the commonplace with endless suggestions for models and original decorative effects.

See Barrymore Rugs in the living room.

They are fully guaranteed and are woven in pure wool appropriate for every room in the house. Be sure you are shown the Barrymore label on the back of the rug. Ask especially for an American Weave. The color is irrefragable.

When for your copy of our valuable book, "The Importance of the Rug in the Decorating Scheme," which we will be pleased to send you free of charge.

Designed and woven by  
Two TORONTO CARPET MFG. CO. LONDON  
Toronto Montreal 1946 Ottawa



The Barrymore Guaranteed label is affixed to the back of every genuine Barrymore Guaranteed Rug. Ask for it when you select your rug and read the guarantee.

**Barrymore**  
Guaranteed  
**RUGS**



Illustrating the New International Chain-Drive Truck with 40-5000 Cub

## Announcing the New Chain-Drive International Dump Trucks

Model 54-C—2½ to 3-yd. capacity  
40-inch Wheelbase

Model 74-C—4 to 5-yd. capacity  
50-inch Wheelbase

CONTRACTORS and others with heavy material or excavation hauling to do will find these new International trucks unusually interesting, from the rugged and steady point of heavy duty ability and low operating cost. Models 54-C and 74-C are designed especially for the heaviest dump-truck work found in municipal and construction service.

In Model 74-C, in addition to the reduction gear drive, the live axle has a 2-speed range. When pulling out of deep ruts, up a steep grade, or in unusually heavy going, the low range gives you a gear reduction of 38 to 1 while first speed. When smoother

going is needed a shift changes jack shaft speed to the high range which gives a reduction of 53 to 1 in first speed and up to 10.5 to 1 in high speed, permitting maximum speed in delivering the load or running empty.

These new trucks, with their background of quality manufacture and Downman trade service, will appeal to all sorts of dump trucks whose work is exceptionally severe. We suggest that you write for complete information on these two new chain drive models or the complete line ranging in capacity from 3½ tons to 5 tons. Also, McCord-Dorring Industrial Tractors for heavy work.

### Complete Hauling Service from ¼-ton "Special Delivery" to 5-ton Heavy-Duty Truck

There's an International to meet your particular requirements, and it will serve you faithfully as other products of the International Corporation have been serving for almost a hundred years.

INTERNATIONAL HARVESTER COMPANY  
PARKVILLE ST. LOUIS, MO. CANADA

**INTERNATIONAL**  
TRUCKS

























































# Scientifically BALLOON TIRE TREAD

## Designed Another Reason why Firestone Tires are Better



CROSS SECTION  
OF REGULAR OR  
HIGH PRESSURE  
TIRE UNDER LOAD

THIS type of tire shows directly on the wide center strip in the center of the tread that is where the trouble and wear comes, so that is where extra rubber is wanted. The wide and level of this tire are built and all machinery necessary the use of large tread designs for high pressure tires.



CROSS SECTION  
OF GUM-DIPPED  
BALLOON TIRE  
UNDER LOAD

THIS type of tire—low pressure Balloon—carries the load over wider surface, therefore pressure is not directly in the center of the tire as in the regular tire. Greater amount of rubber is placed in outer edges of tread where most of the load is carried. Instead of large, heavy side strips and projections which wear badly and cause skidding, the Firestone Tread is provided with small projections and ridges which increase flexibility and give greater safety and skid-resistance.

WHEN Firestone engineers were developing the Balloon Tire they found it necessary to design a tread altogether different from that which is required by High Pressure Tires. The tread of a Regular Cord, or High Pressure Tire is usually designed with what is known as a wide rider strip at the center. Here the bulk of the rubber on the tread is concentrated.

With the Balloon or Low Pressure Tire this extra amount of rubber must be placed away from the center toward the outer edges of the tread. Because of the low pressure conditions the displacement is greater and most of the weight and wear is at these outer points.

Notice how the Firestone Balloon tread has a deep groove at the direct center, with narrow flexing rider strips and additional grooves on either side. These grooves nearly close up when the tire is under load, as they provide room for the rubber to spread out. Next come the outer rider strips—at the points of greatest wear—with numerous angular sharp-edge projections for non-skid qualities.

The Firestone tread was not designed with large, massive projections for appearance or to make plausible sales argument. On the contrary, the projections of the cross-and-square tread are small and the rider strips narrow permitting the tread to yield to depressions and cling to the road, giving the greatest non-skid surface. This tough pliable tread has the wear-resisting qualities that give thousands of extra miles of service.

The tread, however, is not the only important part of the Balloon Tire. Such a tread as this, designed to yield to every depression of the road, must be placed on the carcass that also has the qualifications to withstand the terrific flexing that this design tread permits. Firestone provides this extra strength and endurance by dipping the cords of the carcass in a rubber solution. By this process, every fiber of every cord is saturated and insulated—to withstand the extra flexing of the Firestone tread.

If you want the economy, comfort and safety of Gum-Dipped Tires—see the nearest Firestone Dealer. He will gladly explain the many features that make Firestone Tires better.

MOST MILES PER DOLLAR

Firestone Tire & Rubber Company of Canada, Limited  
HAMILTON CANADA

# Firestone



FIRESTONE BUILDS THE ONLY GUM-DIPPED TIRES





























































Chases  
Dirt

## The Symbol of *Healthful Cleanliness*

*Chases Dirt  
Protects the Home*



### There's nothing else like Old Dutch

*Old Dutch has won distinction* as "The Symbol of Healthful Cleanliness" because there is nothing else like it for keeping the home hygienically clean and sanitary.

*Old Dutch is a natural cleanser* of a distinctive quality and character. It looks like a fine powder, yet, under the microscope its particles are flaky and flat shaped. Like thousands of tiny erasers, these particles simply, quickly and easily ~~erase~~ the invisible impurities as well as the dirt you see.

*Old Dutch is so efficient because* it is so different; it is free from harsh, scratchy grit, and does not scratch. This is a vital protection in the home, because scratches are catch-alls for unseen and unhealthful impurities.

*Millions of housewives know* that a little Old Dutch goes a long way and that it is the safest and most economical for all cleaning. As *Healthful Cleanliness* is ~~undisputed~~ *undisputed* to health, so is Old Dutch, your safeguard to *Healthful Cleanliness*.